

**Subject:** RE: Marketing Roundtable  
**From:** "Henna Sherzai" <@>  
**Date:** 01/10/2017 01:03 PM  
**To:** nlasky@ccala.org, mfilson@downtownla.com, jdanganan@ccala.org

Thanks, Nhien. I'm in focus groups all day tomorrow but will set something up for Thursday or Friday.

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**From:** Nhien Lasky  
**Sent:** Tuesday, January 10, 2017 12:53 PM  
**To:** Henna Sherzai <HSherzai@downtownla.com>; Michael Filson <MFilson@downtownla.com>; Joanne Danganan <JDanganan@ccala.org>  
**Subject:** FW: Marketing Roundtable

FYI. Let's discuss next steps, answers in case we get questions, etc. I'm free tomorrow if that works for you all to regroup. Thx

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**From:** Jessica Lall  
**Sent:** Monday, January 09, 2017 9:19 PM  
**To:** Nhien Lasky  
**Subject:** FW: Marketing Roundtable

FYI



**Jessica Lall**  
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**From:** Jessica Lall <[JLall@ccala.org](mailto:JLall@ccala.org)>  
**Date:** Monday, January 9, 2017 at 9:18 PM  
**To:** Suzanne Holley CCA <[sholley@ccala.org](mailto:sholley@ccala.org)>  
**Subject:** Marketing Roundtable

Hi there -

I spoke with Nhien and Joanne today about CCA's participation in the Marketing Roundtable, and have decided it's best if CCA let DCBID continue to run it on their own. I told Joanne to let the folks who have already contributed this year have the option to either have their \$100 returned, or honor our commitment to allow them the CCA benefits for this year (soirees and GMM tickets).

Happy to discuss further if needed but wanted to make sure I let you know asap.

Thanks,



**Jessica Lall**

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